

KAJIAN KECENDERUNGAN KEUSAHAWANAN DI  
KALANGAN PELATIH PUSAT GIAT MARA NEGERI  
KEDAH

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**KAJIAN KECENDERUNGAN KEUSAHAWANAN DI KALANGAN  
PELATIH PUSAT GIAT MARA NEGERI KEDAH**

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## **KEBENARAN UNTUK MENGGUNAKAN**

Dalam membentangkan desertasi ini sebagai memenuhi keperluan untuk penganugerahan ijazah pasca siswazah daripada Universiti Utara Malaysia (UUM), saya bersetuju bahawa Perpustakaan universiti ini boleh mendapatkan desertasi ini secara percuma untuk pemeriksaan. Saya juga bersetuju bahawa, kebenaran untuk membuat salinan desertasi ini dalam apa cara sekalipun sama ada secara keseluruhan atau sebahagiannya dengan tujuan ilmiah, boleh diberikan oleh penyelia atau semasa ketiadaan mereka, boleh diberikan oleh Dekan Othman Yeop Abdullah Graduate School of Business di mana saya menjalankan desertasi ini. Adalah difahamkan bahawa, sebarang salinan atau penerbitan atau penggunaan bahagian desertasi ini untuk kepentingan kewangan adalah tidak dibenarkan tanpa kebenaran bertulis daripada saya. Adalah perlu untuk memahami juga bahawa, pengiktirafan yang sewajarnya hendaklah diberikan kepada saya dan pihak UUM untuk sebarang kegunaan kesarjanaan yang boleh dibuat daripada apa-apa bahan yang terdapat dalam desertasi saya.

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## ABSTRAK

Umumnya, bidang keusahawanan dilihat sebagai pemangkin kepada pembangunan ekonomi. Melalui proses pembentukan aktiviti perniagaan, peluang pekerjaan serta inovasi dan penciptaan, bidang keusahawanan ini mampu untuk memenuhi keperluan ekonomi bagi sesebuah negara. Bidang keusahawanan ini turut memainkan peranan yang sangat penting dalam pembangunan ekonomi di Malaysia menerusi pelbagai aktiviti. Pada hakikatnya, kajian mengenai kecenderungan keusahawanan telah berkembang sejak sedekad yang lalu. Terdapat banyak faktor yang mempengaruhi kecenderungan seseorang terhadap keusahawanan termasuklah faktor dalaman mahupun faktor luaran. Tujuan kajian ini adalah bertujuan untuk mengenal pasti sama ada faktor demografi, ciri-ciri keusahawanan dan kursus latihan dan kemahiran memiliki hubungan yang signifikan dengan kecenderungan keusahawanan di kalangan pelatih Giat Mara Negeri Kedah. Mereka terdiri daripada pelbagai bidang kemahiran antaranya fesyen dan jahitan, kek dan pastri, serta banyak lagi. Kemahiran dan pengetahuan yang diperoleh adalah sangat penting dalam melihat kecenderungan mereka untuk menceburi bidang keusahawanan. Selain itu, faktor demografi seperti jantina, penglibatan ahli keluarga dalam perniagaan dan pengalaman bekerja turut diuji bagi melihat perbezaan yang wujud dalam memilih bidang keusahawanan. Berikutan itu, soal selidik telah dibentuk dan diedarkan kepada 320 orang pelatih Giat Mara. Sebanyak 315 borang yang dikembalikan dan hanya 306 borang yang boleh dianalisis. Data yang diperolehi telah dianalisis dengan menggunakan program “*Statistical Package for Social Science (SPSS) Versi 20*”. Beberapa kaedah untuk menganalisis data yang diperolehi telah digunakan. Bagi menguji hipotesis pertama iaitu berkenaan perbezaan antara jantina, penglibatan ahli keluarga dalam perniagaan dan pengalaman bekerja terhadap kecenderungan keusahawanan, ujian deskriptif, analisis ujian-t dan analisis varians satu hala (One Way ANOVA) digunakan. Manakala hipotesis kedua dan ketiga yang melibatkan pemboleh ubah tidak bersandar iaitu ciri-ciri keusahawanan dan kursus kemahiran diuji menerusi ujian Korelasi. Hipotesis terakhir berkaitan pengaruh bagi setiap pemboleh ubah diuji dengan analisis regresi. Keputusan bagi ujian-t menunjukkan bahawa terdapat perbezaan antara jantina dan penglibatan ahli keluarga dalam perniagaan dengan kecenderungan keusahawanan. Namun, tiada perbezaan yang signifikan di antara pengalaman kerja dan kecenderungan keusahawanan. Di samping itu, ujian Korelasi membuktikan wujudnya hubungan antara ciri-ciri keusahawanan pelatih dengan kecenderungan keusahawanan. Kursus kemahiran dan latihan juga menunjukkan hubungan yang positif dan signifikan dengan kecenderungan keusahawanan. Selain itu, keputusan ujian Regresi menunjukkan bahawa ciri-ciri keusahawanan dan kursus latihan dan kemahiran mempengaruhi kecenderungan keusahawanan para pelatih Giat Mara.

Kata kunci: kecenderungan keusahawanan, faktor demografi, ciri-ciri keusahawanan, kursus latihan dan kemahiran

## **ABSTRACT**

Generally, entrepreneurship is seen as a catalyst for economic development. Through the process of industrial businesses, jobs and innovation and creation, entrepreneurship is able to meet the economic needs of the country. Entrepreneurship also plays a very important role in the economic development of Malaysia through various activities. In fact, entrepreneurial inclination has been widely studied since decades ago. A lot of factors can be associated with the behavior of entrepreneurial inclination either internal or external factor. The purpose of this study is to identify whether demographic factors, entrepreneurial traits, and professional training and skills have a significant relationship with entrepreneurial inclination among trainees of Giat Mara Kedah. They are from a variety of skills including fashion and dressmaking, confectionary and bakery, and so on. The skills and knowledge gained is very important in order to see their intention to become entrepreneurs. In addition, demographic factors such as gender, family involvement in the business and working experience were also tested to see differences towards entrepreneurship inclination. Subsequently, 320 questionnaires were distributed among Giat Mara's trainees. A total of 315 questionnaires were returned back to the researcher, and only 306 forms can be analyzed. The data gathered were analyzed using the "Statistical Package for Social Science (SPSS) Version 20". Several methods for analyzing the data were used. In order to test the first hypothesis, that the difference between the gender, family involvement in the business and working experience towards entrepreneurship inclination, t-test and One Way ANOVA were used. The second and third hypotheses involving the independent variables namely entrepreneurial characteristics and skills course tested through Pearson correlation analysis. The results of t-test showed that there is a difference between gender and the involvement of family members in engagement with entrepreneurship inclination. However, there is no significant difference between work experience and entrepreneurship inclination. In addition, Pearson correlation analysis proves the existence of the relationship between the characteristics of entrepreneurial with entrepreneurial inclination. Course of skills and training also shows a positive and significant relationship with entrepreneurial intention. Besides, the result of regression analysis indicated that characteristics of entrepreneurial and course of skills and training influence entrepreneurial inclination among Giat Mara's trainees.

**Keyword:** entrepreneurial intention, demographic factors, entrepreneurial traits, course of skills and training

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## SENARAI SINGKATAN PERKATAAN

ANOVA	<i>Analysis of Variances Test</i>
H	Hipotesis
H1	Hipotesis Alternate
H0	Null Hipotesis
N	Simbol Populasi
P	Simbol Signifikan
R	Simbol Korelasi
S	Simbol Sampel
SIG.	Signifikan
SPSS	Statistical Package for Social Science
UUM	Universiti Utara Malaysia
WWW	World Wide Web

## **BAB 1**

### **PENGENALAN**

#### **1.1 Latar belakang kajian**

Malaysia merupakan sebuah negara yang kian maju dalam pelbagai aspek. Kepesatan kemajuan ini adalah seiring dengan matlamat utama iaitu mencapai Wawasan 2020. Dalam usaha ini, kerajaan Malaysia amat menitikberatkan ilmu pengetahuan bagi seluruh rakyatnya. Pendidikan dijadikan elemen penting sebagai persediaan untuk mencapai status negara maju. Pendidikan juga menjadi tunjang utama dalam membentuk masyarakat yang lebih bertamadun dan sofistikated. Sehubungan itu, pihak kerajaan telah membina pelbagai institusi pendidikan dan kemahiran di negara ini. Menyentuh tentang institusi berbentuk kemahiran misalnya, ia sangat menyumbang kepada pembangunan negara dengan melahirkan individu yang memiliki kepakaran dan kemahiran dalam bidang-bidang tertentu. Institusi-institusi kemahiran yang berstatus awam atau swasta ini merupakan medium untuk golongan muda menimba ilmu pengetahuan, kemahiran dan latihan amali sebagai bekalan tatkala menjejaki alam pekerjaan kelak.

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